

Rep Order#	6844881	Ver#	3	Status	Revised
EC'd	Yes				

Traffic Order# 105824

Printed: 08/23/2012 8:55 AM
Last Received: 08/22/2012 5:43 PM
Showing Buylines: All Lines

1 of 3

Station KSNV-TV LAS VEGAS, NV
Advertiser () JOE HECK 4 CONGRESS
Product JOE HECK 4 CONGRESS
Estimate# 2622
Buyer KEGAN HERAN
Phone#
Fax#

Agency () STRATEGIC MEDIA PLACEMENT
7669 STAGERS LOOP
DELAWARE, OH 43015
Agency C/P1/P2/E //7262
Flight Dates 08/23/2012 - 09/02/2012
Hiatus Weeks

Rep Firm	
Sales Office () PHILADELPHIA
Salesperson () AMY MCCREARY
Salesperson Phone#	215-568-6540
Salesperson FAX#	215-568-1845

--CONTRACT COMMENT--

TOP HECK D3 SC-1

— REMARKS —

REV DATES ON LINES 4 & 5
PLEASE CNF
THANKS!

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Campaign
	1	TH-F	6A-7A	NEWS	:30	\$1,000.00	08/23-08/24	2	1	2	\$2,000.00	
		Buyline Comment: NEWS										
	2	M-F	6A-7A	NEWS	:30	\$1,000.00	08/27-08/31	3	1	3	\$3,000.00	
		Buyline Comment: NEWS										
	3	M-F	4P-5P	NEWS	:30	\$700.00	08/27-08/31	3	1	3	\$2,100.00	
		Buyline Comment: NEWS										
	4	TH-F	4P-5P	NEWS	:30	\$1,000.00	08/23-08/24	2	1	2	\$1,000.00	
		Buyline Comment: NEWS										
		Sales Remark: V3 REV DATES - IF CAN'T RUN THU, PLEASE RUN 2 ON FRI										
		V3 Effective Dates Changed, Comment Changed										
	5	TH-F	730P-8P	FACE	:30	\$1,000.00	08/23-08/24	2	1	2	\$2,000.00	
		Buyline Comment: FACE										
		Sales Remark: V3 REV DATES - IF CAN'T RUN THU, PLEASE RUN 2X ON FR:										
		V3 Effective Dates Changed, Comment Changed										
	6	M-F	730P-8P	FACE	:30	\$1,000.00	08/27-08/31	4	1	3	\$3,000.00	
		Buyline Comment: FACE										
	7	SA	7A-9A	WAT TUCKER	:30	\$500.00	08/25-08/25	1	1	1	\$500.00	
		Buyline Comment: WAT TUCKER										

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Salesperson Phone# 215-568-6540
Salesperson FAX# 215-568-1845

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	8	M-F	430A-453A	NEWS	:30	\$200.00	08/27-08/31	1	1	1	\$200.00	
			Buyline Comment: NEWS									
	9	M-F	11P-1135P	NEWS	:30	\$1,100.00	08/27-08/31	3	1	3	\$3,300.00	
			Buyline Comment: NEWS									
	10	TH-F	11P-1135P	NEWS	:30	\$1,100.00	08/23-08/24	2	1	2	\$2,200.00	
			Buyline Comment: NEWS									

---REPORT TOTALS---

Report Totals: 22 / \$19,825.00

---SALES MONTHLY TOTALS---

Aug 12: 8 / \$1,600.00

Sep 12: 14 / \$12,225.00

Sales Totals: 22 / \$19,825.00

Station Totals: 22 / \$19,825.00

Lines Not Sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals

\$19,300

CATV 0%
KTNV 27%
XXXX 0%

KBLR 4%
KTUD 1%

KINC 0%
KVCW 1%

KLAS 42%
KUNY 4%

KUNV 25%
KVVU 0%

---COMPETITIVE COMMENTS---

NEW CPDR
EST SHARES

Books JUL12
Demos RA45+

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-- CREDIT RISK --
CASH IN ADVANCE